



Freising, 14<sup>th</sup> of February 2019

## press release



**The 23<sup>rd</sup> International Freising Garden Fair** will be held from the 10<sup>th</sup> to the 12<sup>th</sup> of May 2019. Highlights include – **The World of Gardening as a Guest at Freising – this Year we Welcome Sweden** (with nurseries, organizations and special guest speakers)!

Dear Editor,

We would be most grateful if you would announce the **23<sup>rd</sup> International Freising Garden Fair** in the diary, or perhaps the notebook or events section of your magazine.

From the **10<sup>th</sup> to the 12<sup>th</sup> of May 2019** the Freising Garden Fair, which has been the first event of its kind in Southern Germany and probably is the best known one, will welcome the world of gardening within the inspiring atmosphere unique to the courtyards of the former Cloister Freising-Neustift, 25 miles north of Munich in Bavaria.

This year the fair will be dedicated to **Sweden** and its great landscapes and gardens. Long-time there has been exchange between Sweden and Germany in the field of horticulture and garden design. This broke off during World War II, but was intensified again in the early 1990s. Modern Swedish design is well known, appreciated and has an excellent reputation worldwide. Swedish garden design is less well-known but by no means less significant and influential and is characterized by great creativity and innovation. Therefore, I am particularly pleased that I was able to get Ulf Nordfjell, the award-winning star of modern Swedish landscape architecture, the popular landscape architect and author Annika Zetterman, and Peter Korn, the influential and internationally known speaker and plantsman from Eskilsby, to give talks at our Fair. With these three outstanding experts we are offering a special program that will bring us and our visitors closer to the beauty and richness of Swedish landscapes, gardens and parks, as well as to Swedish garden and plant passion.

Our fair will open on **Friday the 10<sup>th</sup> of May 2019** with a **reception at 1.30 pm** (13.30 h). Before the reception there will be a **guided walk through the fair** for journalists and invited guests at 12.30 h. We also welcome the Swedish opera and concert singer **Fredrik Ahnsjö** as musical accompaniment for our opening ceremony.

I am especially looking forward to our **lecture program** according to the motto **The World of Gardening as a Guest at Freising – Welcome Sweden!** Well-known experts will share their unique knowledge and great experiences with our Garden Fair guests and will allow first hand insights into the fascinating world of Swedish gardens.

An initial glimpse into the new Swedish gardening scene will be given by **Annika Zetterman** on **Friday the 10<sup>th</sup> of May 2019 at 4.00 pm** with her talk entitled "The Timelessness of New Nordic Gardens". The Europe-wide working garden designer is also the author of the book "New Nordic Gardens - Scandinavian Landscape Design".

**At 2.00 pm on Saturday the 11th of May 2019, Ulf Nordfjell** will take us on a journey into the fascinating world of his trendsetting gardens - including his three, at the Chelsea Flower Show, gold-winning gardens with his talk "Gardens from North of Sweden to South of France and how Global Warming affects Designing with Plants". His modern garden design is inspired by Swedish nature and local materials.

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At the end of our lecture series on **Sunday the 12th of May 2019 at 2.00 pm**, we welcome **Peter Korn**, the influential and internationally popular plantsman from Eskilsby. Peter Korn has studied many plants worldwide at their natural site and in his lecture "Designing for Plants" he will show what plants need and want to feel comfortable and grow sustainably.

At the end of each talk the lecturers will be happy to sign their books which will be on sale.

The International Freising Garden Fair has become an **institution in the gardening world** – a place to meet experts, friends and colleagues. By now, more than 200,000 people have visited the fair, enthralled by the atmosphere and the opportunity to buy plants. 23 years ago we set a trend: now there are new Garden Fairs every year. And I am so pleased that we found a means to spread Garden Culture as well as Garden Design not only in Germany but also in our neighbouring countries.

The emphasis of the Garden Fair is on **Special Plants for the Garden**, which makes Freising unique in comparison to other fairs. From a wide range of interested applicants, we have carefully chosen over **100 exhibitors**. More than **50 of the best nurseries from Austria, Slovenia, Czech Republic and Germany** will show a wide range of rare and special plants. Therefore, we not only guarantee displays of the highest standards and quality but can also offer advice from specialists who go out of their way to be helpful and informative. Furthermore, there will be exhibits of organic gardening products, organic fertilizers, biological pest and weed control, organic substrates, garden furniture, garden antiques, pots, benches, trellis, pavilions, fences, mosaics, stones, garden sculptures, willow work, books, and magazines. Gardeners and constructing firms will present their expertise with an attractive range of small Show Gardens.

A **competition** will reward the most interesting and original contributions in the following categories: 1. best designed exhibition stand, 2. most interesting plant display, 3. best information for customers. The winners will be selected by an international jury and will receive a medal which will be on display during the exhibition.

Interesting exhibitions complete the program and show the important work of the many plant societies we will welcome.

**Rudolf Goerge**, will introduce us to Swedish customs and folk life with an exhibition specially designed for the Freising garden fair, also giving us insights into the relationship between Bavaria and Sweden.

**The landscape conservation associations Dachau, Fürstenfeldbruck and Freising** present with the project "Amperkiesel & Co" a new way to discover the river Amper. The detailed exhibition informs about the geological and mineralogical origin of 80 different Amper pebbles and the importance of the gravel islands as a valuable habitat for animals and plants.

The **Archaeological Association of Freising e. V.** will open its exhibition rooms on the upper floor of the district administration building for visitors during the opening hours of the Freising Garden Fair on Saturday and Sunday from 9.30 am. The extensive collection of exhibits from seven millennia presents an overview of the finds in the district of Freising. Normally, the exhibition can only be visited on every first Sunday of the month from 10:00-17:00. Admission is free.

A **Labyrinth in the Cloister Garden** will be created especially for the show and further interesting **exhibitions** complete the program and enhance the atmosphere.

The **23<sup>rd</sup> International Freising Garden Fair** will be **open for the public** on Friday, the 10<sup>th</sup> of May 2019 from 1.00 pm to 7.00 pm (13.00-19.00 h) and on Saturday, the 11<sup>th</sup> of May and Sunday, the 12<sup>th</sup> of May 2019 from 10.00 am to 6.00 pm (10.00-18.00 h).

**Tickets** will cost 9 €. Reduced Tickets will cost 7 € and there will also be a 3-Day Enthusiasts Ticket for 15 €.

The **address of the show venue** is Landratsamt Freising, Landshuter Straße 31, 85356 Freising, Germany.

**For further information please contact:**

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I am sure this will be of great interest to your readers and I hope I have given you sufficient information for you to include it within your magazine. However, please do contact me if you would like any further information.

With best regards



Anita Fischer and the Garden Fair Team